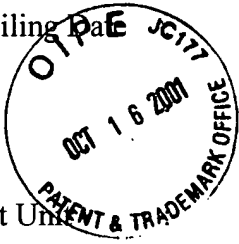


IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventors : Gary B. ROBINSON

Reissue Appln. No. : 09/893,748 (Reissue of 08/774,180, filed on December 26, 1996,
now U.S. Pat. No. 5,918,014, issued June 29, 1999)

Reissue Filing Date : June 29, 2001

For  AUTOMATED COLLABORATIVE FILTERING IN WORLD
WIDE WEB ADVERTISING

Group Art Unit : To Be Assigned

Examiner : To Be Assigned

COMMISSIONER FOR PATENTS
Washington, DC 20231

PROOF OF OWNERSHIP OF ASSIGNEE
IN ACCORDANCE WITH 37 C.F.R. § 3.73(b)

S I R:

DoubleClick Inc., 450 West 33rd Street, New York, New York 10001, is the sole owner of
U.S. Pat. No. 5,918,014, as recorded on reel 010881, frame 0778 in the assignment records of the
United States Patent and Trademark Office.

The undersigned is authorized to act on behalf of the assignee.

Respectfully submitted,

Dated: OCTOBER 16, 2001

By:



Gary S. Morris
Reg. No. 40,735

KENYON & KENYON
1500 K Street, N.W., Suite 700
Washington, D.C. 20005-1257
Telephone: (202) 220-4250
Facsimile: (202) 220-4201

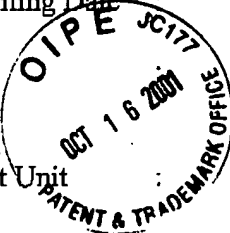
REISSUE PATENT
Docket No. 11032/3028

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventors : Gary B. ROBINSON

Reissue Appln. No. : 09/893,748 (Reissue of 08/774,180, filed on December 26, 1996,
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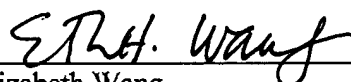
COMMISSIONER FOR PATENTS
Washington, DC 20231

CONSENT OF ASSIGNEE

SIR:

DoubleClick Inc., sole assignee of U.S. Patent No. 5,918,014, consents to the filing of

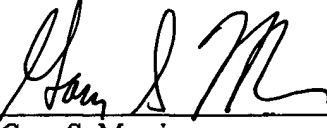
Reissue Application No. 09/893,748 for the reissue of U.S. Patent No. 5,918,014.


Elizabeth Wang
Vice President and General Counsel
DoubleClick Inc.

Respectfully submitted,

Dated: October 2, 2001

By:

 October 16, 2001
Gary S. Morris
Reg. No. 40,735

KENYON & KENYON
1500 K Street, N.W., Suite 700
Washington, D.C. 20005-1257
Telephone: (202) 220-4250
Facsimile: (202) 220-4201

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